WHAT IS CLAIMED AS NEW AND IS DESIRED TO BE SECURED BY LETTERS PATENT OF THE UNITED STATES IS:

1. A paper feeding and cutting method for a rolled transfer paper, comprising the steps of:

sliding a tray out of an image forming apparatus, said tray including a paper loading unit, a paper feeding device, and paper cutting device;

loading a new rolled transfer paper in said paper loading unit;

feeding the rolled transfer paper using said paper feeding device such that a leading edge of the rolled transfer paper is discharged from a discharging outlet of said tray; and cutting the discharged tip portion of the rolled transfer paper using said paper cutting device.

2. The paper feeding and cutting method according to claim 1, further comprising the steps of:

detecting a position of a leading edge of the rolled transfer paper;

calculating a discharged length of a tip portion of the rolled transfer paper from a discharging outlet of said tray; and

cutting the discharged tip portion of the rolled transfer paper by said paper cutting device only when the length of the discharged tip portion of the rolled transfer paper is more than a predetermined length.